



# Recycling Lines

Electronic Newsletter

April 2011

Virginia Department of Environmental Quality

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DEQ's Community Involvement Initiative: The Department of Environmental Quality is dedicated to helping the public better understand DEQ's role in protecting the environment, and to involving the public more effectively in environmental decision making.

**Welcome to Recycling Lines.** If you have suggestions on future topics for the newsletter, please send the information to Steve Coe at [steve.coe@deg.virginia.gov](mailto:steve.coe@deg.virginia.gov).

## Great American Cleanup - 2011

Keep America Beautiful (KAB) is encouraging people of all ages to rekindle their pride in their communities by volunteering for KAB's 2011 Great American Cleanup, which takes place throughout the months of March, April and May. An estimated 3.5 million volunteers will participate nationwide to beautify and green their neighborhoods by planting trees, flowers and community gardens, removing graffiti, reclaiming community amenities like parks and playgrounds, cleaning up litter and debris from public lands, and hosting recycling drives.

On Saturday, April 2, KAB will be joining Keep Philadelphia Beautiful, Philadelphia Mayor Michael Nutter and an expected 10,000 volunteers for the Philly Spring Cleanup. And, KAB will be in Times Square with Keep New York City Beautiful coalition to kick off KNYCB's Great American Cleanup program on April 14.

Visit <http://www.kab.org> to see if there's a Keep America Beautiful affiliate or Great American Cleanup participating organization in your area. You can also get ideas on how to organize and host an event in your area.

## KAB Receives Grant from Lowes

Keep America Beautiful received a grant totaling nearly \$325,000 from Lowe's and the Lowe's Charitable and Educational Foundation. KAB will use a portion of the grant for its signature community improvement program, the Great American Cleanup, as well as to help provide for its Affiliates Fund, designed to provide a foundation of support for KAB's national network of affiliates.

Visit [www.keepvirginiabeautiful.org](http://www.keepvirginiabeautiful.org) for more information.

## Did You Know?

- General Motors is recycling used waste oil booms from the Gulf of Mexico, combining this material with recycled tires and other resins, to make air deflectors and other functional thermoplastic elastomer parts on the Chevrolet Volt.
- The Curbside Value Partnership left its 2009 partnership with Keep America Beautiful and is now an independent nonprofit organization: (<http://www.recyclecurbside.org>)
- Manufacturing recycled white paper creates 74% less air pollution and 35% less water pollution than manufacturing white paper from virgin materials. (EcoCycle)
- According to the Virginia Automotive Recyclers Association (VARA), as of February 1, 2011, Virginia salvage businesses had submitted 60,359 mercury switches from salvaged automobiles for recycling of the mercury, and over 3.5 million switches were collected nationwide.
- According to Keep America Beautiful, in communities that implemented the KAB cigarette litter prevention program in 2010, cigarette litter was reduced by an average of 42 percent.
- U.S. consumers recycled a record 855 million pounds of plastic bags and wraps in 2009, according to a new report prepared for the American Chemistry Council.

## Find a Responsible Recycling (R2) Recycler

As our electronics recycling needs grow, we all want to select and use vendors that have met responsible environmental standards for their processing and recycling of the material. Choosing an R2 certified recycler takes the guess work out of hiring a reputable electronics recycler that adheres to the highest industry standards.

To find an R2 certified electronics recycler, visit the following web link:

<http://www.r2solutions.org/index.php?submenu=Recyclers&src=gendocs&ref=R2CertifiedRecyclers&category=Main>

## Fluorescent Bulb Management Question

How does a citizen responsibly handle fluorescent tube from his/her home? a) throw it in the trash? b) take it to a retailer? c) take it to a household hazardous waste collection event? d) take/mail it to a processor? **ANSWER:** Citizen should first contact the jurisdictional recycling program manager to determine if "C" is an option, or what other options may be available. It is possible to order mail-in boxes (option "D") from light suppliers/vendors to have the bulbs recycled for a fee.

## Yellow Pages Opt-Out Program

Do you find yourself recycling your phone books as soon as they arrive, thinking "Gee, what a waste of paper!" Then look no further than the directory Opt-Out program and decide which directories you want, and which you don't.

To stop receiving directories, Visit Yellow Pages Opt-Out at:  
[www.yellowpagesoptout.com](http://www.yellowpagesoptout.com)

## Scrap Theft Alert Network

The Institute of Scrap Recycling Industries (ISRI) has set up a free national alert system, ScrapTheftAlert.com, which allows police to send detailed descriptions of stolen items to recycling operations and other law enforcement within a 100-plus mile radius of a theft. The scrap recycling industry is working to be a part of the solution to material theft. ScrapTheftAlert.com is a tool for law enforcement that allows you to alert the scrap industry of significant thefts of materials in the United States and Canada.

The system also allows scrap processors to alert law enforcement when they are offered suspicious materials at the scrap yard. The system currently has over 7,000 subscribers, including nearly 2,500 law enforcement professionals. The Theft Alert System helped Time Warner recover costly batteries stolen from the Akron, Ohio, area.

Visit <http://www.scraptheftalert.com> for more information about the system.

## Washington, D.C. & PepsiCo Partner: Reverse Vending Machines

PepsiCo will place 363 of its Dream Machine reverse vending kiosks and recycling bins and in the Downtown DC improvement district area, quadrupling the number of recycling bins in public spaces in Washington, D.C.

. Washington is the first U.S. city to partner with the Dream Machine program, which PepsiCo created with the aid of Waste Management and Keep America Beautiful.

## Calendar of Events

**April 5 - 7:** Environment Virginia 2011, *Sustainable Solutions for Uncertain Times*, VMI. Visit [www.vmi.edu](http://www.vmi.edu).

**April 13:** Recycling Markets Development Council meeting, George Washington Regional Commission office, Fredericksburg, VA. 10:00 AM to 1:00 PM.

**April 22:** Earth Day 2011 (celebrate the wonder and beauty of our world by volunteering for special environmental events in your area during April)

**May 9-11:** [Virginia Recycling Association's](http://www.vra.org) Annual Conference, Virginia Beach.

## City/County Sustainability Survey

Recent data collected from more than 2,100 cities and counties demonstrates how energy conservation and green planning are being slowly integrated into local municipalities' daily practices. The survey released last fall by the International City/County Management Association (ICMA), indicates that while communities across the nation are increasingly conscious of sustainability issues, many localities are still at the beginning stages of turning green-focused priorities into concrete actions.

The Sustainability Survey 2010 is the first to establish benchmarks for sustainability initiatives in local government. "While there is near shared agreement in the desire to create more sustainable communities, putting goals into action is a larger challenge," says Tad McGalliard, ICMA's sustainability director. "This survey helps ICMA better understand where the issues are in implementing sustainability as a strategic priority and certainly will guide us as we create new knowledge resources, partnerships and other support for local governments." To download the survey results, go to [www.icma.org](http://www.icma.org) and search on "Sustainability Survey."

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## Web Links of Interest:

<http://www.dgs.virginia.gov/FederalStateSurplusProperty/tabid/136/Default.aspx> (state recycling contract information re: data destruction and electronics recycling)

[www.recyclecurbside.org/content/u/recycler](http://www.recyclecurbside.org/content/u/recycler) (allows you to calculate your program's benefits)

<http://www.earthday.org/earth-day-2011> (earth day celebration/volunteer ideas and information)

<http://www.4cleanair.org/GreenhouseGas> (State-by-State Status of Greenhouse Gas Permitting Rules)

<http://www.sftool.org> (GSA: New Sustainable Facilities Tool)

[www.RecycleAcrossAmerica.org](http://www.RecycleAcrossAmerica.org) (program to standardize recycling labels on containers in U.S.)

<http://www.deq.virginia.gov/recycling/computerManufacturersNotifications.html> (links to computer manufacturers recycling take-back programs)

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